

Our world as we know it has transformed from the start of text messages to the first years of Facebook, to today's temporary stories. But how has social media changed society and what does this mean for higher education marketing? Let's take a look at what each of the most used social platforms have contributed to our new way of communication and how you can utilize them in your higher education marketing campaigns.

The Top Social Media Platforms Changing Communication
Facebook is seen as the

most predominant social media platform and it has the numbers to back it up. The Facebook logo With 1.81 billion monthly users, and 88 percent of 18-29 year olds using the platform/Facebook should always be a top priority for higher education marketers. Facebook is a pioneer in today's social world. Allowing people to connect with anybody, from their best friends to distant

relatives, as well as share their personal thoughts, pictures, videos, blogs and links. The addition of Facebook/Chatbots has also opened up a whole new world in customer service and digital marketing.

Twitter is a fast-paced network that allows users to share information instantaneously—in 140 characters or less. The Twitter logo With 328 million monthly users, and

38 percent of 18-29 year olds using this platform, it can seem like the next best way to reach potential students. Take into consideration however, that nearly 75% of Twitter accounts are located outside of the United States. If this doesn't affect your digital marketing strategy, then Twitter can still be a lucrative platform. Just remember that the most important aspect of marketing on Twitter is the hashtag. Don't know how to find the best hashtags to get your content seen by your targeted audience? Try TweetDeck or Hypebeats for real-time tracking by industry and locale.

Snapchat has led the way in "temporary" social media.



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